PROJECT FACTSHEET

Promoting Community-based Agritourism as a Rural Regeneration Strategy

Period of implementation: 11.10.2017 - 10.09.2021

EaP countries:
Azerbaijan

EU contribution: € 384 437

Total budget: € 427 152

Implementing organisation(s):
LOCAL GOVERNANCE ASSISTANCE PUBLIC UNION, Azerbaijan

Social media account links:
facebook.com/agritourism.az, instagram.com/agritourism.az

Project website: www.lga.az; www.agritourism.az

Project description:
The overall objective of this Action is to "foster economic regeneration and job creation by developing community-based agritourism and strengthening linkages between agriculture and tourism sectors in 8 regions: northern (Guba, Gusar, Shabran, Siyazan and Khachmaz) and southern (Salyan, Jalilabad and Lankaran).
The main target groups of the Action are small-holder farms and MSMEs (400) interested in agritourism/tourism in 40 communities (5 communities per region), rural youth (1200), unemployed adults (1500), representatives of municipalities and other local government institutions, and non-government institutions (120 people).
The Action will contribute to the overall economic and social development in the target regions and provide new income generation and employment opportunities for communities.

Expected results:

- Agritourism value chain better understood and developed;
- Agritourism Demonstration Farms established and promoted;
- Increased number of smallholder farmers and rural MSMEs in agritourism sector;
- Promote and establish agritourism clusters;
- Agritourism firms' competitiveness improved through clusters and joint business strategies;
- Increased number and/or quality of existing/new agritourism products;
- Increased number of tourists visiting agritourism sites in the region;
- Increased access of large tourism and hospitality companies to rural agritourism opportunities;
- Business skills development program for youth & adults designed and delivered;
- Better community mobilization and cooperation in agritourism sector.